

CPDPC Outreach/Communications Subcommittee Meeting
Citrus Research Board
217 N. Encina Street
Visalia, CA
May 13, 2013 Minutes

The meeting was called to order by Kevin Olsen at 10:00 a.m. on May 13, 2013. The following were in attendance:

Subcommittee Members

Dan Dreyer
Alyssa Houtby
Kevin Olsen
Kevin Severns
Mark McBroom*
Gus Gunderson*

CRB Staff

Louise Fisher
Rebecca Lowdermilk
Ted Batkin

Others

John Krist*
Leslie Leavens*
Victoria Hornbaker

*Participated via telephone

Kevin Olsen stated that the meeting was intended to be a scoping session to discuss outreach needs for 13/14. The scoping document will be provided to CDFA to assist in RFP development.

Ted Batkin began by reviewing the CPDPP and Outreach Missions.

CPDPP Mission:

- Support efforts to suppress ACP so when HLB appears there will be fewer vectors until a solution to the disease is found.
- Find trees with HLB and remove them.

Outreach Mission:

- Encourage and enlist public and grower support of activities of the suppression and eradication program.

Ted discussed the key goals of the outreach program for homeowners in both Southern and Northern California, as well as for growers.

Key Goal in Southern California:

Southern California (south of the grapevine) includes the entire quarantine area; similar goals would apply up the coast and may eventually include portions of the central coast

if ACP is detected in San Luis Obispo or Monterey. (Santa Maria finds are near SLO County citrus). Ted stated that the main goal for this area is:

- **Homeowners will allow CDFA teams access to property to test trees for HLB.**

Discussion followed about the possibility of refining the goal to include testing for HLB and treating for ACP when appropriate. There was concern that the term “appropriate” may be too subjective. Ted reminded the subcommittee that we are not going to eradicate psyllids in the urban sector with current trapping technology. We can’t find and treat populations fast enough. The priority needs to be getting access to the property to test trees in an attempt to find HLB, take ACP samples, send them to the lab, and test them for HLB. Kevin Severns stated that in Southern California, treating for ACP is not reliable and should be a lower priority than asking the public for access to test for HLB by taking samples.

The subcommittee agreed that mass messaging should focus on allowing access in looking for HLB.

Ted discussed biocontrol; he was concerned about encouraging homeowners to treat because it might cause issues for biological control. Alyssa Houtby stated that Tamarixia messaging for homeowners should be considered. Kevin stated that including messaging for biological control will be good for special interest groups. Ted agreed, however felt that in some cases, in which we are still treating, people may want biocontrol agents that are not available to them. Kevin stated that timing will be critical in messaging for biocontrol.

John Krist stated that they are continuing chemical treatments within 1.5 miles of commercial citrus in Ventura County and he felt that is important to continue the message that homeowners accept treatment crews. Ted agreed that localized outreach messaging will be important in areas still treating for ACP. In areas where treatment around groves is viable messaging should focus on allowing treatment crews access to treat for ACP.

Leslie Leavens mentioned the inserts in utility bills, stating they were very successful in reaching a large audience. She thought we should continue this type of outreach work (English & Spanish).

Key Goal Northern California:

In Northern California (north of the grapevine), the main areas of focus would be the central valley including Kern, Tulare, Fresno and Madera Counties. Ted stated that the main goal for this area is:

- **Homeowners will inspect their trees and notify CDFA of possible ACP populations.**

John was adamant that we start building a message in the San Joaquin Valley and in San Luis Obispo to get in front of ACP finds or other issues.

Dan Dryer stated that it will be useful to have grower liaisons attend other meetings to get a unified message out. Louise stated that local task forces can help organize and distribute messages. Kevin mentioned that this information should be a part of the outreach scoping document.

John said that outreach for the central valley should also include messaging for necessary urban suppression treatments. A solid outreach plan should be in place if there are additional ACP finds in the central valley

Gus mentioned the importance of messaging in multiple languages in the central valley. Ted stated that CRB has the ability to reach multiple language speaking groups, current messaging is distributed in 10 languages.

Gus also mentioned getting local involvement at the community level with service organizations. Ted said that forming a speaker's bureau to support grower industry based speakers can be beneficial in achieving community involvement. Victoria Hornbaker stated that it would be beneficial to use growers to make presentations. Dan agreed that locals talking to locals can be very powerful. Louise was concerned that there have been issues in getting growers to commit to additional outreach activities. Dan stated that it's the responsibility of the committee members to be involved. Ted stated that there can be different levels of involvement from media training for speakers, but also a speaker's bureau for those that will just talk at outreach events.

Victoria stated that the grower liaisons will be focused on communication and outreach. She is concerned that growers don't know about the program. She wants to focus on working with growers in central valley to get information out to them. Dan said that activity toward continued grower outreach is very important. Gus Gunderson mentioned that directing messaging toward harvesters, packing houses, farm workers, and pruners would reach a tremendous number of people involved in the local citrus industry.

The subcommittee agreed that the overall goal for homeowners in the central valley is to inspect, allow treatment, and take an active role in searching for ACP.

Key Goal California Citrus Growers:

The grower message will be statewide and include the main goal:

- **Support area-wide pest management.**

Ted said that the message should be in perspective of how the disease spreads and the cost of surveying for the disease. Economic impact to the growers is very important. Growers statewide should be encouraged to continue to monitor for ACP and HLB, as well as maintaining strong and healthy trees.

John Krist said that there are concerns that growers will feel that treatment is futile if we continue to use negative messaging.

Primary grower message: Find and eradicate HLB from California.

Ted explained that a contractor bidding on an outreach contract should meet a set level of competence and demonstrate minimum level of experience with similar work, such as:

- Demonstrate expertise in managing production agriculture issues.
- Outline media relations strategy to create a sense of urgency to reach goals.
- Provide recommended tactics for reaching goals
- Define capabilities
- Identify key personnel (bios)
- Describe team structure
- List references
- Provide case studies

Ted asked the subcommittee to decide on a budget range for the 2013/14 fiscal year and after brief discussion they decided on a budget range 500 – 750 thousand dollars (not to exceed).

Victoria asked if the subcommittee recommends maintaining the same level of service in 2013/14 as that from previous years.

Kevin Olsen asked if we need to expand the level of service.

Louise stated that HLB finds might increase this cost but CPDPC can allocate money in budget as a buffer. Ted added that there is a desire to keep CRB in outreach but at a lower level of involvement.

Victoria mentioned that CDFA can do some activities in house, possibly at a savings to the CPDPP. Do we want to use CDFA, or does the subcommittee want to continue using a contractor?

Kevin stated that we should do whatever it takes to get things done. Ted said that discussion should take place in the normal monthly meeting.

Alyssa mentioned the possibility of receiving Specialty Crop Block Grant money into the committee for special projects.

Dan wanted to make sure that the scope would include a level of flexibility to allow contractors to work with other entities.

Bee Issue:

Ted mentioned that the bee issue is not going away and that it might leak out into Ventura. Alyssa stated that it is important to stay focused on science and to combine science with emotional points of saving citrus.

Victoria mentioned that Secretary Ross will be convening a group of experts to discuss the bee issue. It is important that any bee messaging developed by CPDPP be consistent with the Secretaries messaging on bees.